

Project EX

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Program developers or their agents provided the Model Program information below.

BRIEF DESCRIPTION

Project EX is a school-based, tobacco-use cessation program for high school youth ages 14–19 years old. The program is delivered in a clinic setting, and involves enjoyable, motivating activities including games, mock talk shows, and alternative activities such as yoga. At the completion of this program, youth will be able to—

- Stop or reduce cigarette smoking
- State accurate information about environmental, social, physiological, and emotional consequences of tobacco use

Students participating in Project EX will learn accurate knowledge of tobacco addiction and disease and develop an empathetic understanding of the effects of tobacco use on friends. The eight-session curriculum is delivered over a 6-week period and emphasizes coping with stress, dealing with nicotine withdrawal, relaxation techniques, and how to avoid relapse. It aims to teach self-control, anger management, mood management, and goal setting techniques, and it provides self-esteem enhancement.

PROGRAM BACKGROUND

Project EX-1 was constructed on the foundation of a previously established tobacco cessation project, Project Towards No Tobacco Use (TNT). The development approach utilized in Project EX-1 was to attempt to add enjoyable and motivating activities to five sessions of a combined TNT cessation program in order to enhance quit rates, using an iterative development and evaluation process. Nineteen focus groups were completed with 233 alternative (continuation) high school youth.

Continuation high school youth are those who have not been able to remain in the mainstream school system generally due to a lack of credits or truancy. In California, there are approximately 600 such schools in the State and analogous schools nationwide. This led a theme study of 26 hypothetical activities in which 391 continuation high school youth participated. The 14 top-rated activities were further developed and tested in a “component



study” with 327 students. The eight top-ranked activities were retained and sequenced into a complete eight-session clinic program.

One approach to enhancing motivation is to make students aware of how their current behaviors are at odds with their own fundamental values, beliefs about themselves, and basic life goals. Creating this internal discrepancy or conflict is theorized to fuel efforts and give direction toward quitting tobacco use.

RECOGNITION

Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services: Model Program

IOM CLASSIFICATION

INDICATED

Project EX-1 was developed for teens who already use tobacco products.

INTERVENTION TYPE

SCHOOL-BASED

Project EX is delivered to 8 to 15 students in a school-based clinic setting. This “clinic” essentially is a room or place where participating students are separated from the rest of the school population that provides the space and materials needed to conduct the intervention activities.

CONTENT FOCUS

TOBACCO

Project EX targets tobacco-use cessation.

INTERVENTIONS BY DOMAIN

INDIVIDUAL, SCHOOL

INDIVIDUAL:

- In-school tobacco-use education
- Life skills/social skills training

SCHOOL:

- School-based skills development clinic

KEY PROGRAM APPROACHES/COMPONENTS

ALTERNATIVE/RECREATIONAL ACTIVITIES, BEHAVIOR MODIFICATION, IN-SCHOOL CURRICULA, SKILL DEVELOPMENT

ALTERNATIVE ACTIVITIES

The program utilizes activities including healthy breathing, yoga and meditation, and relaxation.

BEHAVIOR MODIFICATION

The curriculum includes tobacco cessation skills and motivating activities such as a game and talk shows.

IN-SCHOOL CURRICULA

Involves teacher-led, student participation in interactive components including education on the difference between habits and addictions, how tobacco use actually increases stress, and how it is easier to quit while one is younger.

SKILL DEVELOPMENT

The curriculum includes components aimed at development of interpersonal skills, decisionmaking, commitment building, coping skills, and training in self-control.

HOW IT WORKS

Project EX consists of eight 40- to 45-minute sessions that are delivered over 6 weeks—two sessions per week for 2 weeks, followed by one session per week for 4 weeks. During the first four sessions, students are not asked or required to quit immediately, but are strengthened for their attempt to quit, which occurs between sessions 4 and 6. The last four sessions, held once per week, focus on students maintaining their nonsmoking status and enhancing their quit attempt.

Program facilitators recruit students by visiting classrooms and making a short presentation, offering elective class credits and class release time, and/or by teacher and student referral. Participant groups can contain 8 to 15 students per clinic, but up to four clinics may operate simultaneously in one school. Students use an interactive curriculum to examine the difference between habits and addictions, how tobacco use actually increases stress, and how it is easier to quit while one is younger.

Project EX involves exercises such as healthy breathing, yoga and meditation, relaxation, and motivating games and discussions. The motivational theory-driven “talk-show” activity, patterned after popular television shows such as *Oprah*, is highly ranked by students. Students volunteer to role-play talk show “guests,” the teacher/facilitator acts as “host,” and the class is the audience. After some defining information about the “guest” is presented, the “audience” interacts with the “guest” on his or her personal smoking-related issues. The “talk-show” activity is used during four of the eight program sessions.

IMPLEMENTATION ESSENTIALS

The Project EX curriculum guide and student workbook should be followed closely and all eight sessions delivered. To be eligible for the EX clinic, a student must have used tobacco in the 30 days prior to the first session and must join the clinic on or before the fourth session. Highly motivated classroom teachers or health educators should implement Project EX. The Project EX CD-ROM, which contains yoga and other relaxation activities, should be used to help ensure program fidelity.

OUTCOMES

DECREASES IN SUBSTANCE USE, IMPROVEMENTS IN POSITIVE ATTITUDES/BEHAVIORS, REDUCTIONS IN NEGATIVE ATTITUDES/BEHAVIORS

DECREASES IN SUBSTANCE USE

EX-1 Results:

At 3-month followup, 17% of youth in the two treatment conditions reported having quit smoking for at least 30 days compared with only 8% of those teens in the control condition. This includes attrition rates that are adjusted based on CO readings that corrected 15% over reporting of quitting. No differences in quit rates between Project Ex only and Project Ex plus School-as-Community were seen.

EX-2 Results:

Adjusting for biochemical validation, a 14% intent-to-treat quit rate was achieved at 4-month followup.

EX-3 Results: (regular and continuation high schools):

At 2-month followup, the intent-to-treat 7-day quit rates were 11% in the Nicorette condition and 13% in the CigArrest condition. At 6-month followup, the intent-to-treat 7-day quit rates were 16% in the Nicorette condition and 15% in the CigArrest condition.

IMPROVEMENTS IN POSITIVE ATTITUDES/BEHAVIORS

- Accurate knowledge of the course of tobacco addiction and disease
- Empathetic understanding of the effects of tobacco use on friends
- Effective communication, refusal, and cognitive coping skills
- Novel stress-coping and relaxation activities
- Self-control, anger management, mood management
- Goal setting techniques
- Self-esteem enhancement

REDUCTIONS IN NEGATIVE ATTITUDES/BEHAVIORS

- Poor social skills
- Tobacco-use myths

EVALUATION DESIGN

Three versions of Project EX have been tested in three experimental field trials to date. Project EX-1 is the original eight-session clinic program, EX-2 tested generalizability of EX-1 in Wuhan, China (14% quit rate), and EX-3 utilized the addition of nicotine gum as a pharmacological adjunct (16% quit rate). EX-4 takes the curriculum into the continuation high school classroom and address nonsmokers as well. This program integrates prevention with cessation (currently in main trial). Only the clinic-based version of Project EX (EX-1, EX-2, EX-3) is now being disseminated.

A 1997–2000 trial of Project EX-1 involved 18 continuation high schools. A randomized block design was used to assign the schools to three conditions; (1) clinic-only, (2) clinic plus a school-as-community (SAC) component, and (3) standard care control. A total of 335 smokers participated in the study. A 17% intent-to-treat quit rate was achieved at 30-day followup (5 months after program quit day) for the two program groups, which did not differ from each other, versus 8% for the wait-list control group.

EVALUATION INSTRUMENTS

LIST ALL EVALUATION INSTRUMENTS AND INFORMATION ON WHERE EACH INSTRUMENT CAN BE OBTAINED:

Post Survey

Survey may be downloaded from the SAMHSA Web site or call Stephen Hawk at the University of Southern California at 1(800) 400-8461, or e-mail at hawk@usc.edu.

DELIVERY SPECIFICATIONS

5–24 WEEKS

Amount of time required to deliver the program to obtain documented outcomes:

Eight lesson sessions, each 40–45 minutes in length, delivered over a 6-week period. Generally, two sessions per week are provided for two weeks, followed by one session per week for the subsequent 4 weeks. Class size can range from 8 to 15 students per clinic, but you can have more than one clinic per school (2–4 clinics/school).

INTENDED SETTING

Urban, Suburban

Tested in urban and suburban settings in Southern California schools.

FIDELITY

COMPONENTS THAT MUST BE INCLUDED IN ORDER TO ACHIEVE THE SAME OUTCOMES CITED BY THE DEVELOPER:

- The Project EX curriculum guide with student workbook should be followed closely and all eight sessions delivered.
- To be eligible for the EX clinic, a student must have used tobacco in the last 30 days prior to the first session, and must join the clinic on or before the fourth session.
- Highly motivated classroom teachers or health educators should implement Project EX.
- The Project EX CD-ROM, which contains yoga and other relaxation activities, the *Teacher's Manual*, and *Student Workbook*, should be used to help ensure program fidelity.
- Two-day training is highly recommended.

For information, contact Stephen Hauk at (626) 457-4045 or hauk@usc.edu.

BARRIERS AND PROBLEMS

Problem: Similar to other clinic cessation studies, only about half of the clinic enrollees completed the full course of treatment.

Solution: The incentives that were offered enrollees were class credit and class release time, and the vast majority of those completing the clinics indicated that these were relatively unimportant reasons for attending the clinics. Perhaps more substantial incentives for complete participation would improve retention rates. On the other hand, there is no guarantee that the students enticed to stay would quit and could be potential confounders of the clinic content.

PERSONNEL

FULL-TIME, PART-TIME, PAID

Types of positions needed to successfully implement this Model Program:

Highly motivated classroom teachers or health educators

Typical staffing issues encountered by users when implementing this Model Program, and potential solutions:

Teachers should not be smokers

Teachers should attend a 2-day Project EX training

Teachers should be motivated to help students

Teachers should believe it is their responsibility to help

Clinic should occur during school hours, not after school

EDUCATION

UNDERGRADUATE

Classroom teachers or health educators.

PERSONNEL TRAINING

TYPE: SEMINARS/WORKSHOPS, LOCATION: ONSITE (OF USER), OFFSITE, LENGTH: BASIC

Type: Seminar/Workshop

Location: Onsite (of user) or offsite (at developer's or trainer's location)

Length: Basic (2 days)

Training and technical assistance are provided by Project EX staff. Training is highly recommended, but not required.

COST (ESTIMATED IN U.S. DOLLARS)

1,001–5,000

Cost considerations for implementing this program as recommended by the developer:

BUDGET COSTS:

TRAINING COSTS:

Training:

2 days	\$750 per day, plus travel costs
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MATERIALS COSTS:

<i>Teacher's Manual</i>	\$70
<i>Student Workbook</i>	\$25 for a set of five
Posttest, hard copy	\$2.50
Posttest electronic copy	download free on Project EX Web site
Project Papers	\$2.50 each
Project EX CD-ROM	\$15.00 each

INTENDED AGE GROUP

EARLY ADOLESCENT (12–14), TEENAGER (15–17), YOUNG ADULT (18–24)

Project EX was developed for use with high school students 14–19 years of age.

INTENDED POPULATION

AFRICAN AMERICAN, ASIAN AMERICAN, HISPANIC/LATINO, WHITE

This study was implemented at continuation high schools (CHS), the alternative high school system in California. CHS students report much higher levels of cigarette smoking (but not smokeless tobacco use) than traditional high school students; current weekly use is approximately 47% versus 15% respectively. The 18 schools that participated in Project EX were all multicultural.

Of the 330 youths involved in the study, 47% were Hispanic/Latino, 27% were White, 8% were Asian American, 6% were African American, and 12% other ethnic/racial groups. Sixty-four percent were male and 36% female, with a mean age of 16.8 (SD=0.8), with a range of 14–19 years of age. Project EX can be adapted to American Indian youth (12% in EX-3) and is applicable to youth from all socioeconomic backgrounds.

GENDER FOCUS

BOTH GENDERS

Project EX is for use with both males and females.

DEVELOPER INFORMATION

ABOUT THE DEVELOPER:

Steve Sussman, Ph.D., FAAHB

Dr. Steve Sussman is a professor of preventive medicine and psychology at the University of Southern California. He has published more than 200 articles, chapters, and books in the arena of substance abuse prevention and cessation. He is the principal investigator of Project Towards No Tobacco Use (Project TNT), a tobacco-use prevention program that has also been recognized as a SAMHSA Model Program and as a “Program That Works” by the Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, and as an Exemplary Program by the U.S. Department of Education. He also developed Project Towards No Drug Abuse (Project TND), which is a drug abuse prevention project for older teens.

PROGRAM REPLICATION

1. BRIEF DESCRIPTION

In 2001, Project EX-2 was pilot tested in Wuhan, China, as part of an ongoing prevention trial between the University of Southern California and the Public Health Bureau of Wuhan, China. This experimental trial used a multiple-baseline, single-group design. The 46 participants were self-reported past 30-day smokers recruited from a sample of 622 10th-grade students from 12 classes in two schools: one regular high school and one vocational school.

Self-reporting of quitting was validated assessing cotinine levels in saliva through use of a NicoMeter strip. The 2½ week, multiple baseline quit rate was 3%. Adjusting for biochemical validation, a 14% intent-to-treat quit rate was achieved at 4-month followup.

2. REPLICATION SETTING

Wuhan, China

3. REPLICATION SITE

One regular high school and one vocational school

4. CONTACT INFORMATION

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PROGRAM REPLICATION

1. BRIEF DESCRIPTION

In 2002, Project EX-3 was conducted involving 16 regular and continuation high schools in Northern California. The objective was to provide an evaluation of a modified version of Project EX-1 which utilized a randomized, open-label trial of adjunctive nicotine replacement versus substitution therapy, comparing nicotine (Nicorette) and non-nicotine (CigArrest) containing gum.

Four clinics were implemented, two in each experimental condition, using the nicotine and non-nicotine gums. One hundred seventeen subjects were randomly assigned to receive either nicotine gum (n=57) or an herbal gum control (n=60). At 2-month followup, the intent-to-treat 7-day quit rates were 11% in the Nicorette condition and 13% in the CigArrest condition. At 6-month followup, the intent-to-treat 7-day quit rates were 16% in the Nicorette condition and 15% in the CigArrest condition.

2. REPLICATION SETTING

Northern California

3. REPLICATION SITE

Sixteen regular and alternative high schools.

4. CONTACT INFORMATION

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PROGRAM REPLICATION

1. BRIEF DESCRIPTION

In 2003, the Project EX-4 main trial began. The objective of Project EX-4 is to take the EX-1 curriculum from the clinic into the high school classroom and add a prevention aspect for nonsmokers. Fourteen continuation high schools were randomly assigned to two conditions: (1) eight-session program, and (2) standard care control. Approximately 1,400 students will participate in the study with immediate pretests, immediate posttests, and 6- and 12-month followup. We expect that the quit rates achieved will be at least as high as those previously obtained with the Project EX-1 clinic-based program.

2. REPLICATION SETTING

Northern California

3. REPLICATION SITE

Regular high schools

4. CONTACT INFORMATION

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